

Business Services and Marketing Committee Meeting
April 25, 2006
9:30 a.m.

Attendees: Mike Richardson, David Hogue, Tammie Lucero, Steve Maas, Deborah Van Leeuwen, Kathleen Johnson

Welcome and Opening Business - Deborah Van Leeuwen

Deborah welcomed the group and called for approval of the 12 January 2006 meeting Minutes. Tammie Lucero motioned to accept the minutes as written, David Hogue seconded the motion and the motion carried.

Business Relations Group Report - Steve Maas

Steve reported he is working with Commissioner Burge to identify the issues for the five states on the consortium. We want to ensure curriculum consistency among the Rocky Mountain States. This way, employers will know whoever they hire, they will get a similar product. The industries are making soft projections over the next few years they will hire more than 10,000 workers. Jobs need to be identified.

On Line Services Report - Steve Maas

Steve reported this past quarter, jobs.utah.gov continued to experience a significant shift from mediated to virtual delivery of services for our employer customers. He continued Flat File technology continues to gain popularity with large numbers of job orders. We can pull jobs from America's Job Bank (AJB). This is important as AJB is going away in 2007. The Department of Labor has determined the Monster.coms are more effective. Currently, we have over 17,000 jobs listen on jobs.utah.gov. We recently acquired "scraping" technology tool. This tool allows us to scrape private employer job boards, load them into a flat-file, and then drop them into the jobs.utah.gov labor exchange. The cost is \$495.00. We are now able to go into job match, pick up all the jobs open to the public and replicate them into jobs.utah.gov.

Veteran's Services Marketing Plan - Mike Richardson

Mike reported this plan is designed to draw attention to the services we have available for all veterans in Utah, but with a focus on those recently returned to, or will be re-entering the workforce after deployment in Iraq and Afghanistan. The kickoff is scheduled for Memorial Day weekend.

There is also a national marketing strategy recently launched by the Department of Labor and the Department of Defense. DWS will prepare a "flip book" guide to DWS services to veterans using the sample provided by the DOL. These guides will be distributed to all staff in employment centers to insure all veterans' services are offered. The book will be available on the Web site as a PDS that will be linked from the front page. The Feds have agreed to pay 50% of the costs, State Veteran's representative, Terry Schow will pay 25% and DWS will pay the remaining 25%. Deborah Van Leeuwen stated she feels the word *Veteran* needs to be defined. Mike Richardson said he will bring this up at the next Federal Veteran's group meeting.

jobs.utah.gov Marketing Plan - Mike Richardson

Mike reported the Office of Communications and Public Relations has begun discussing this concept. He presented the proposed marketing campaign and called for feedback. He asked the group if the top five growth sectors (health care, construction, automotive, energy and manufacturing) should be marketed? The group feels the wage issue needs to be addressed. Mike stated we should look at this campaign and perhaps look outside Utah for states with lower wage structure. Steve Maas suggested we partner with Travel and Tourism and Economic Development on marketing and target workers in other states. Deborah Van Leeuwen feels we need to talk with the parents through job fairs. Kathleen Johnson added school counselors need to be included in these discussions. Mike will set up a meeting with Economic Development and move forward with this plan. Representative Hogue suggested we use the USTAR initiative and coordinate with the liaisons in North, Central and Southwest. This will allow exposure out in the regions.

Committee Review

Steve Maas stated Regional Councils are changing and/or eliminating some of their subcommittees. He suggested the name of this Committee be changed to *Online Services* instead of *Business Services*. Deborah Van Leeuwen likes this change and stated in Mountainland Region, Business Services Consultants don't have the same duties as they used to as many services have gone online. Steve added over the next two years, DWS will be providing services such as food stamps, child care, training, etc., online.

Unemployment Insurance Suggestion

Deborah Van Leeuwen suggested the *Notice of Claim Filed* be transmitted electronically for efficiency reasons. This would allow her to verify information electronically and she wouldn't have to FAX two separate forms back to UI. This suggestion will be given to Bill Starks, Director, Unemployment Insurance.

The meeting adjourned at 11:30 a.m.